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GAIN Report

Global Agricultural Information Network

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Date: 4/19/2011

GAIN Report Number: BR110008

Brazil

Post: Sao Paulo ATO

American Products Portfolio (APP) generates USD 3 million sales

Report Categories:

Export Accomplishments - Other

Approved By:

Fred Giles, Director
Agricultural Trade Office, São Paulo

Prepared By:

Fabiana Fonseca, Agricultural Marketing Specialist

The ATO Sao Paulo activity, “American Products Portfolio (APP)”, generates US\$ 3 million sales for Fresh Gourmet in the Brazilian market

In 2010 Fresh Gourmet croutons were distributed among potential buyers through the APP activity, which was created by ATO Sao Paulo to encourage Brazilian importers to test new-to-market products and increase their portfolio of U.S. products. Besides indentifying the buyer, ATO Sao Paulo assisted the import company and the U.S. exporter throughout the shipping process.



Fresh Gourmet Croutons

As an outcome of the APP activity, in April 2011 Fresh Gourmet organized a press event in Sao Paulo to announce its entry in the Brazilian market. The company executives forecast a very positive scenario to Fresh Gourmet in Brazil and estimates to be the leader brand in the croutons category in the near future.



Fred Giles, ATO Director and Lino Suarez, Fresh Gourmet VP